

TIVVY TALK

The business newsletter of Tiverton



Welcome to the 3rd edition of a newsletter aimed at businesses in Tiverton to inform them as to what is happening and going on in the town.

Summers here and hopefully visitors will also be here and help to take your business forward. We all have certainly got to work together to help promote the town by giving excellent service to all our customers and make them all very welcome. Customer service is essential in current economic climate, as is value for money. We can do it and we can all help each other to achieve a successful town with successful businesses.

I appreciate we have a few extra store vacancies at present and this was added to with the demise of Store 21 (closed 10th July) due to the whole company across the country closing down. The company has had a poor record over the last few years and the outcome did not really surprise anyone. Unfortunately it leaves a big gap in Fore Street and at an important time in the retail calendar.

Next I must apologise for not getting round to see all businesses and I know some would like to see me more, but currently, we are a member of staff short and I am covering the market for a greater length of my time. A new member of staff will be starting at the market on the 1st August.

Please if you have any comments, ideas or suggestions then do not hesitate in contacting me, I will make time to see them or come along and speak. I am based at the market office so you can always try me there or email me at aottey@middevon.gov.uk and my phone number is 07815 791191 or 07775 422680.

What's Happening

Apart for the events happening at the market, such as Electric Nights on the first Saturday in August and September, there are no major events planned over the next

few months for the town centre but, if any business is aware of any events then please let me know so we can help promote it. We can certainly look at smaller events to attract the customer. There are 2 major events taking place in parks in the town in August. On Sunday August 6th in 'Peoples' Park' there is the 'Music in the Park' event. The second is on Monday 28th August (Bank Holiday Monday) when it is the 'Party 200 Heathcoat' which takes place in Westex Recreation ground.



The main event in the future is the Christmas Switch on. Due to circumstances, the committee that organised last year's event is no longer functioning but we must thank them in a big way for the work in making it a very successful day for the town.

We have now got the District Council, Town Council and schools to sit down and explore a Christmas switch-on. We have now had an initial meeting and put various things into action.

Firstly, we have to have something different to last year, as that would be very hard to follow, so we have decided that the switch-on this year should take a totally different approach to the event.

The agreed date for the event was Saturday 2nd December and it would be called something like 'Tiverton Lights Up' followed by 'The Festival of Christmas'. It would include the Lantern Procession and a charity 'Santa on the Run'. This would link with an Electric Nights at the market and a fairground. The switch on would be made from the Town Hall and would involve having a member of the community to assist the Mayor in switching on the Christmas Lights. There are lots of other ideas both for that night and for the period up to Christmas Day.

We are in the throes of organising a committee and we would welcome some input from the businesses in town. This Christmas period is very important to the retail sector especially and if you wish to be involved please get in touch as we want to hear your ideas and how we could do things. If you can spare a little time to come to the odd committee meeting or give some time to help ensure we have another

successful Christmas, then please let me know, I am not asking for any business to run the events, but to be part of them. We do need to be united at times like this to ensure the sustainability and success of the town. **Your town needs you and your business needs the town. Please remember we learn from the past but we must not live in it. We must go forward together and be united.**

Other Matters

Shop Front Improvements

The District Council still has some money available for shop front improvements so please, if you need to improve the looks of your shop, please contact me. It is important that your business looks attractive and inviting, it does help business believe me. The customer is far more attracted to a shop which has a good and welcoming appearance. There are several businesses now across the town taken advantage of this scheme, ask them if you need to check or as I said I will certainly come and chat to you about it. Mademoiselle mojo's below took advantage of it and there are others.



Age UK

Just a quick note to all to inform you that their office has moved to the Haven Centre, Broad Lane, Tiverton and have an advice desk at the Town Hall on Tuesdays and Wednesdays at the Town Hall.

There is an active liaison now between the various charities and voluntary organisations which links all that is available for the community from this sector through multi-agency networking meetings.

'A' Boards etc. in the street

There are a lot of them, but please be considerate where you place them. They can cause obstruction especially to the disabled and we do not want to reach a stage where the Highways Authority bans them. Just think!

Everything you put out in the street or alley ways could be an obstruction and actually put customers off, especially visitors to the town. The town's appearance is so important in creating the right image and if people are happy and comfortable where they are, they will spend.

Contacts

I would like to circulate the newsletter and any information I receive to all businesses, but do not have all the contacts. If you are interested in keeping in touch and helping to drive the town forward then could you drop me an email with contact details so I am able to forward things on to you.

I think that is enough for you to digest for the moment so please get in touch, especially if you have a positive story, so we can share it with other businesses. We need to be positive in our thinking so we can develop the town into a successful centre and help all businesses to be sustainable.

We do have a good town with great potential but it needs input from all of us, nobody can do it on their own.

May I wish you a successful rest of the summer and please get in touch or pop in and see me when you can, I will always make time to speak to the businesses of the town.

Cheers

Alan

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